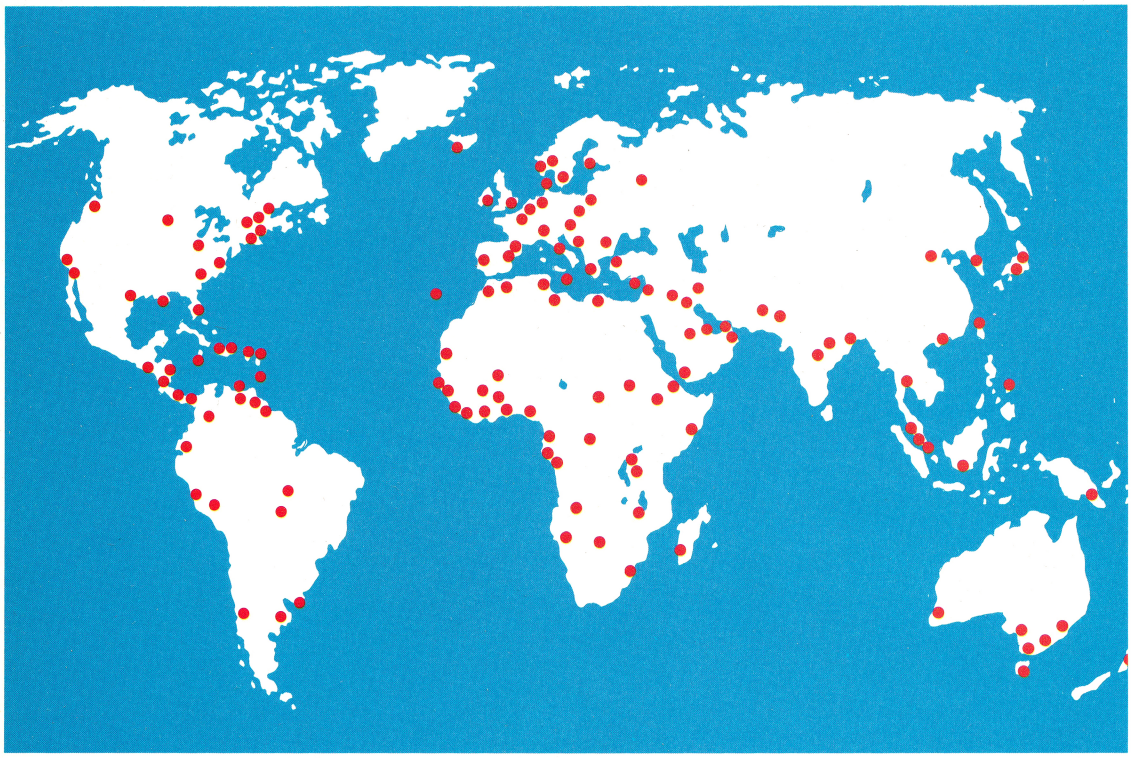
ADLER

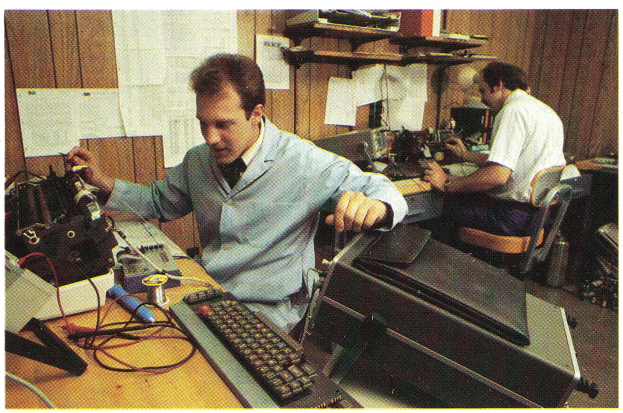
The best
business machines
in business.

Adler. For 85 years, the best business machines in business.



Worldwide Adler Service Centers.

Up-to-date facilities for servicing, warehousing and training back up the largest electronic typewriter dealer and servicing network in the U.S. business field.



Industry is entering a new era of productivity. And with it comes the demand for a new, high standard of office efficiency. Without the latest state-of-the-art office technology, your company programs can be derailed.

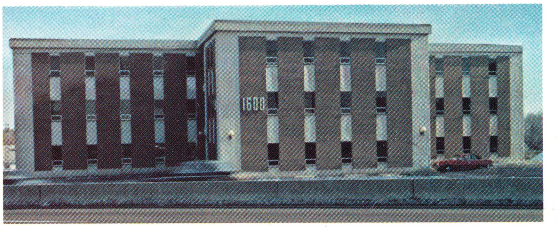
Leading the way into the new era is Adler, with the most sophisticated and efficient office equipment in the world.

When it comes to technology and innovation, Adler is 85 years new. In 1898, Adler Werke of Frankfurt designed and produced Germany's first typewriter. The company grew steadily over the years and by 1963, Adler, under the banner of Grundig-Triumph-Adler, had captured 45% of the typewriter market in Europe.

From there, worldwide expansion began and Adler Business Machines was formed in New York City. Soon a coast-to-coast network of carefully selected dealers was created. And by 1969, Adler's success was so remarkable, it was acquired by Litton Industries.

Continuing its growth and expansion, in 1979, Adler became a wholly-owned subsidiary of Volkswagenwerk AG, when the giant automotive producer acquired controlling interest from Litton.

Today, Adler products are prominent in over 100 countries around the globe. And Adler has earned international acceptance by business, industry and consumers alike because of its dedication to quality in design, materials and precision workmanship, backed by a team of over 11,000 employees who are committed to making these high ideals a reality.



Modern efficiency also demands modern service. Adler dealers are carefully chosen for the scope of their facilities and the quality of their technical staff. They are trained by Adler's own expert factory service technicians to provide rapid and dependable service on our complete line of business machines. To insure this, Adler dealers maintain a complete inventory of replacement parts for all our products. This depth of service, combined with quality, reliability and superior features, has earned Adler products a first rate position in the market.

Adler-Royal Business Machines, Inc., is a subsidiary of Triumph-Adler North America.

Buy Adler with complete confidence.

From every point of view, Adler products are the logical choice for companies seeking to improve efficiency and accelerate office productivity. In every product category Adler offers advanced technology incorporating computerized control, superior features, precision workmanship, quality material, reliable performance and dependable service.

Adler's major accounts enjoy preferential treatment from Adler dealers. Every product is guaranteed to be factory-fresh. And you'll especially appreciate rapid delivery and attractive pricing. Should you ever need service, you get priority treatment from factory-trained service technicians.

Keep your company moving forward in high gear with Adler—the best business machines in business for 85 years.

(Top left) Adler factory, Nuremberg, W. Germany.
(Right: top to bottom)
Adler-Royal Executive Headquarters, Union, NJ.
Executive Headquarters, Triumph-Adler North America, Windsor, CT.
Adler factory, Schwanndorf, W. Germany
Adler factory, West Berlin, W. Germany
Adler factory, Frankfurt, W. Germany

Adler Electronic Typewriters/Textriter

ADLER 1005

ADLER 1011

ADLER 1030

ADLER SATELLITE II

ADLER 1040

ADLER TEXTRITER

More and more business offices are moving up to electronic typewriters for the efficiency, speed, automatic functions and ultra quiet printwheel operation that increase office productivity.

Adler offers models to suit virtually every typing requirement or budget. Each of these quality, microprocessor-controlled machines is precision built to Adler's rigorous standards of excellence. Hundreds of moving parts have been replaced by advanced electronic technology to assure optimum performance for years of dependable service.

Adler 1041—This modular unit, with unlimited disk storage, is the most versatile typing system you'll ever find. Computer-based interface capability. Large 40-character display for easy editing. 4K working memory. Internal 6K phrase storage offers a unique batching capability which provides unlimited phrase memory. 5¼-inch double sided, double density disks and table of contents.

Adler 1040—Highlights a 16K memory expandable to 32K. Simplified editing with 40-character display. Plus every automated feature you'll ever need. Its independently positioned keyboard enables the typist to operate with maximum comfort and efficiency.

Adler 1030—Its multi-functional 8K memory, expandable to 16K, electronically automates typing. It stores phrases for editing, makes quick work of multi-copy forms typing, and can be connected to an auxiliary cassette for unlimited storage.

Adler 1011—It has the most sophisticated multi-line correction system available in its category. A 2.7K memory permits easy storage of common phrases, addresses, salutations, etc. And its many automatic features speed productivity.

Adler 1005—This economical unit makes the transition from electromechanical "ball" typing to productive electronic typing so simple, any typist can switch without training. Features include: two-line lift-off correction, dual pitch, and automatic paper insert, advance, eject.

Adler Satellite II. A low-priced, personal electronic typewriter that adds a new dimension of sophistication, ease and dependability to professional office and home typing. Features dual pitch, a correction memory and interchangeable printwheels.

Adler Textriter

Word Processing is easier than ever with the Textriter. It completely eliminates two-key operation and the need to memorize the coded keys of an unfamiliar computer-like keyboard. The big difference is the Textriter's unique keypad. Each key indicates exactly what to do in plain English, so any typist can become expert in minutes—not weeks. What's more, color-coded keys in functional groups make jobs even simpler.

All text, which is typed quickly and quietly on any standard Adler electronic typewriter, is previewed on the big 12-inch screen for rapid editing, storage, letter/address merging, and letter quality printout.

There's up to 64K internal storage, plus optional floppy disk storage up to 720K. The Textriter is completely upgradeable; you buy only what you need when you need it.

Options include: spreadsheet Math, automatic spelling check, communications, list management and CP/M.™

The low-cost Textriter, which is available in non-disk, single and dual disk models, not only reduces typing and Word Processing time, it also improves accuracy and correspondence quality. And you can switch from Word Processing to ordinary typing at the touch of a key. Here's all the Word Processing capability you need—at half the cost of other systems.

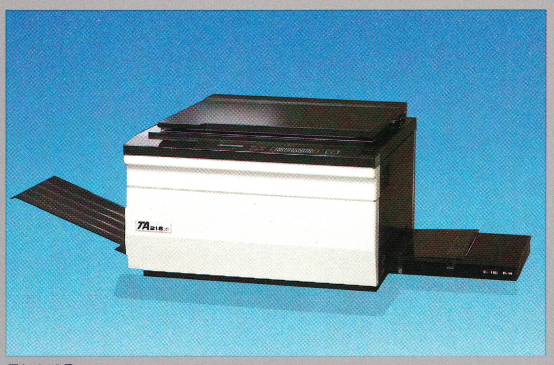
Store documents on handy 5¼ in. disks.

Keypad speeds automatic functions.

ADLER 1041

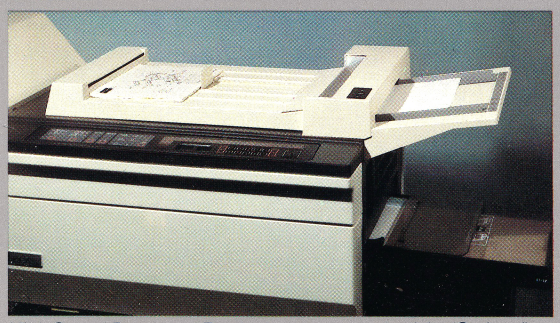
TA Plain Paper Copiers

TA 211

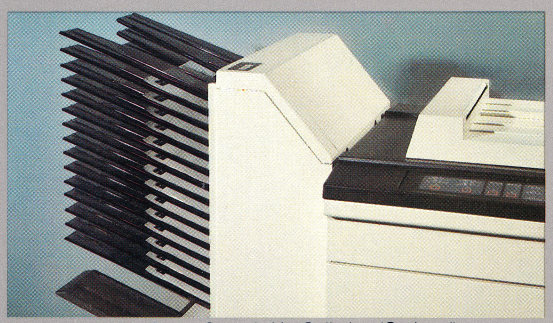


TA 218R

TA 230RE



High Speed Document Feeder increases productivity (Optional)



Automatic 15-bin Sorter Speeds Up Collation (Optional)

Regardless of which TA plain paper copier you select, you're assured reliable performance, superb copy quality and easy microprocessor operation. Each model incorporates a smooth surface, touch sensitive control panel that monitors operations and programs up to 99 copies. And each features repeat and interrupt functions, an automatic dry toner density system, easy paper cassette loading, plus the capability to copy from any original on practically any paper.

The do-it-all TA 230RE copying system offers two reduction sizes, plus enlargement. With an optional high speed document feeder and 15-bin sorter, it handles all paper sizes up to 11″ x 17″ with dual paper cassettes. Operating speed is 30 copies per minute for letter size and 18 copies per minute for legal size and 11″ x 17″.

The TA 218R is a reduction copier that reduces 11″ x 17″ down to 8½″ x 11″ at the rate of 18 copies a minute; 12 copies a minute, size-for-size.

For moderate copying requirements, the TA 211 is the ideal copying system. It delivers 12 copies per minute in all sizes up to 10″ x 14″

Each copier is ruggedly built to the precise standards of Adler-Royal Business Machines, so you can count on longevity, consistent performance, minimum maintenance and less non-productive downtime.

Adler Electronic Calculators

Adler recognizes that not every business requires the same degree of sophistication in a calculator. So there's no reason to pay for features you don't need. Adler's collection offers choices for virtually every office.

1428PD Printer/Display. 14-digit capacity and dual memories handle complex calculations. Two percent keys solve a variety of problems.

1228PD Printer/Display. This versatile 12-digit unit has two memories, five kinds of percent, provides crossfootings and time calculations.

121PD Printer/Display. Simplifies 12-digit calculations. 4-key memory with item counter, programmed percent key, averaging/margin key, Add Mode invoicing.

120PD Printer/Display. The grand total makes 12-digit figuring easier. Features Add Mode invoicing, programmed percent key, averaging/margin key.

12P. Printer. The basic 12-digit figuring machine. Handles constant multiplication/division, percent and chain calculations. Features automatic item counter.

ARBM 8212PD Printer/Display. This 12-digit calculator has a memory and features an automatic item counter, markup/average key, percent key, ribbonless Seiko printer.

ARBM 1012PD Printer/Display. Simplified 12-digit operation with calculator keys on left and adding machine keys on right. One-touch percent, automatic item counter, black/red printout.

ARBM 1121PD Printer/Display. This 12-digit unit features a memory, markup/markdown key, two percent keys, an item counter and extra memory with a Constant In/Out key.

ARBM PD4 Printer/Display. Hand-held, battery-operated unit with memory, item counter and percent.

ARBM PD1 Printer/Display. Uses rechargeable battery or AC. Personal 10-digit calculator/adding machine. Features a memory, percent, markup/average key, item counter. AC adaptor/battery recharger included.

ARBM 4212PD Printer/Display. This compact 12-digit unit has a memory, automatic item counter, markup/average and percent keys. Crisp ribbonless printout.

DMP-25 Programmable Printer/Display. Ideal for heavy duty accounting and billing. 80 characters per second bi-directional dot matrix printer. Adjusts for any paper up to 10″ wide. Four independent programs. Rapidly lists checks, forms, credit/debit slips, bank transfers. Optional pin-feed device for continuous forms.

Adler Supplies and Accessories

Film Ribbons. For consistent print-like impressions with every keystoke, Adler offers a complete selection of film ribbons. Each is distinctively color-coded for instant identification. Choose from correctables, multi-strike and single-pass ribbons produced with the finest quality polyethylene and mylar.

Correcting Systems. Even the most professional typist needs an assist in correcting errors. Adler provides it with an impressive collection of lift-off and cover-up tapes. They work superbly with virtually all makes of office typewriters with correction features.

Fabric Ribbons. Typewriters, printing calculators and adding machines operate at optimum capability and produce sharp, crisp copy with Adler fabric ribbons. And you can use them to get quality impressions from practically every brand name machine that uses a fabric ribbon. See the Adler representative for ribbons.

In addition, Adler offers a wide variety of other supplies and accessories, including mini-diskettes and a large selection of printwheels with distinctive type styles for all Adler typewriters.

For the growing line of copying machines, there's a complete selection of toners, developers and accessories. Users have found they can depend on Adler's consistently high quality in supplies for superior reproduction, copy after copy.

TA ADLER

SUBSIDIARY OF TRIUMPH-ADLER NORTH AMERICA

ADLER-ROYAL
BUSINESS MACHINES, INC.
1600 Route 22,
PO Box 1597,
Union, NJ 07083

TYPEWRITERS • CALCULATORS
TEXTWRITERS • TA COPIERS

ADLER-ROYAL BUSINESS MACHINES, INC.
P.O. Box 1597, 1600 Route 22
Union, New Jersey 07083
Telephone: (201) 964-3200

JAMES J. LEE
Vice President-Sales

THANK YOU FOR YOUR INQUIRY!

In order to provide the quickest reply, we are forwarding literature on the outstanding Adler electronic typewriter about which you inquired.

We are sending a copy of your inquiry to our District Manager handling your area. He will arrange for our Adler Dealer to contact you. Our dealer will be glad to demonstrate the unit at your convenience without obligation.

If you would rather not wait for this procedure, why not consult your Yellow Pages for the nearest Adler Dealer or call the appropriate Regional Office shown below.

Very truly yours,

James J. Lee

James J. Lee
Vice President - Sales

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